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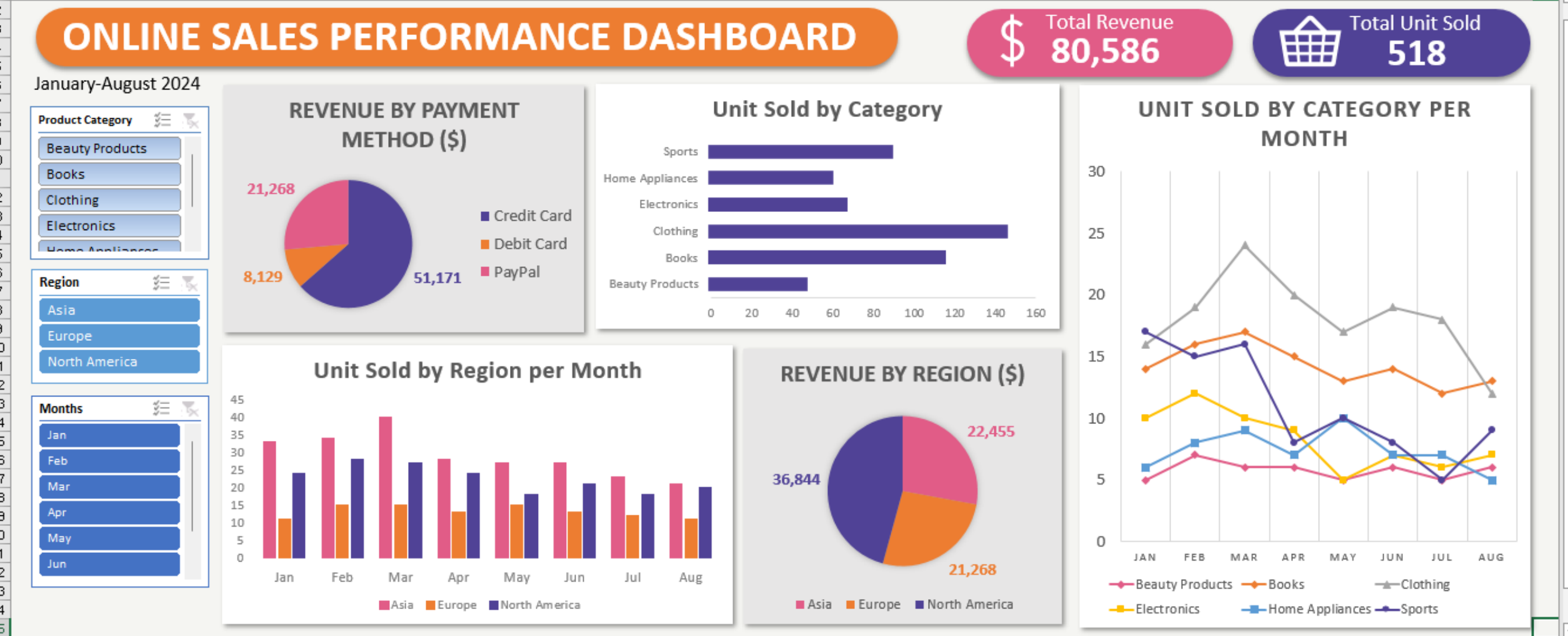
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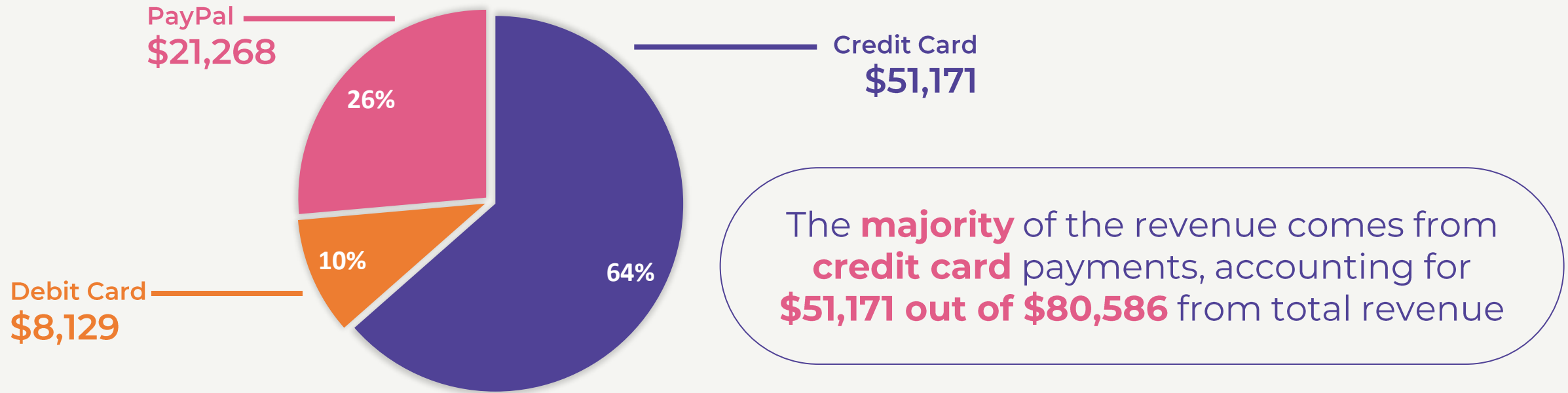
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Online Sales Performance

Data Analyst Portfolio
Rahma Ardita Putri

Revenue by Payment Method



WHAT'S THE NEXT STEP?

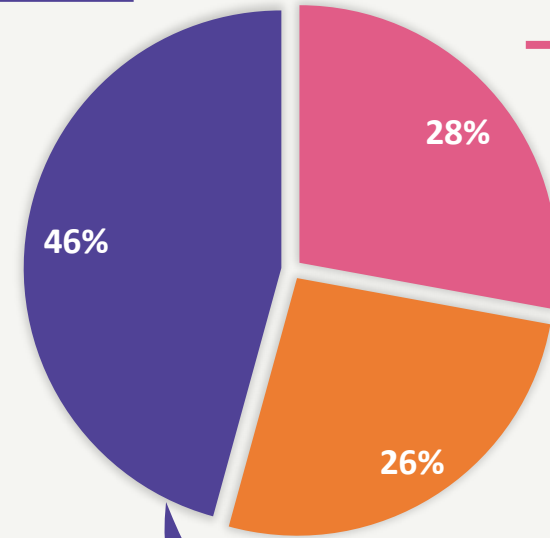
Consider **offering** credit card promotions, such as **cashback** and **exclusive discounts**

Revenue by Region

North America
\$36,844

Asia
\$22,455

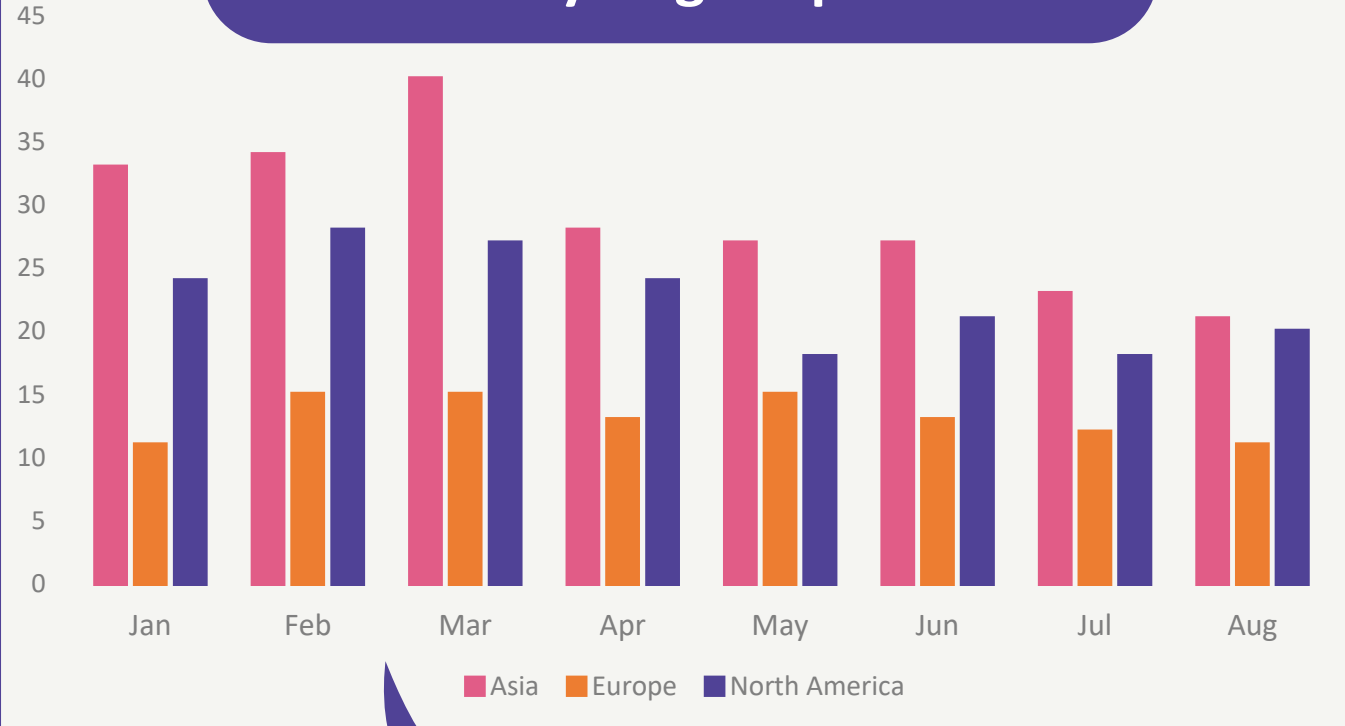
Europe
\$21,268



1

North America leads in revenue, followed by Asia and Europe

Unit Sold by Region per Month



2

Asia consistently shows **higher unit sales** across months than North America

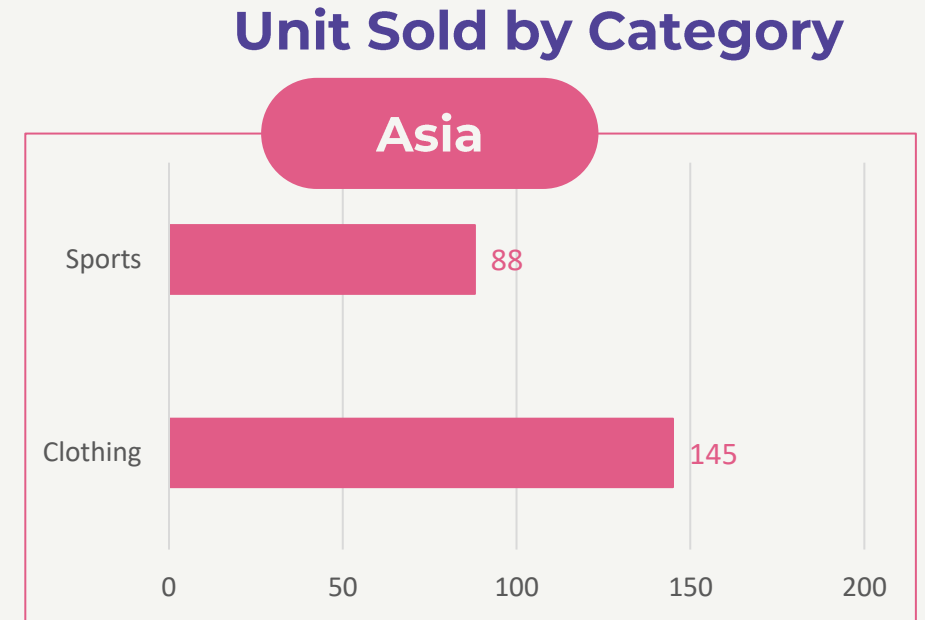
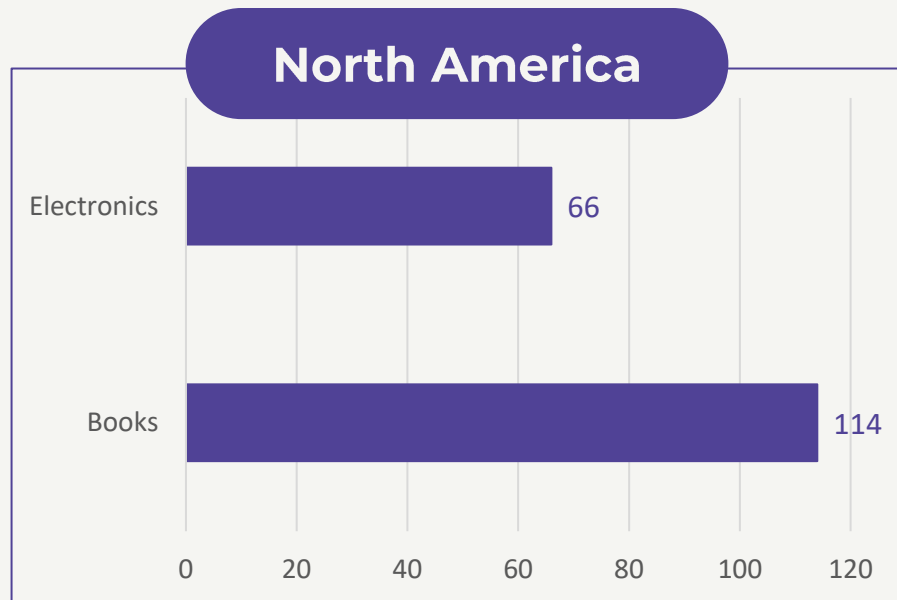
So, why does **ASIA** have **higher sales** but **lower revenue**?

★ So, why does **ASIA** have **higher sales** but **lower revenue**?

ASIA'S top sellers appear to be **SPORTS** (88 pcs) and **CLOTHING** (145 pcs) category, which typically have **lower average price**.

Average price for sports : \$261,284

Average price for clothing : \$67,537

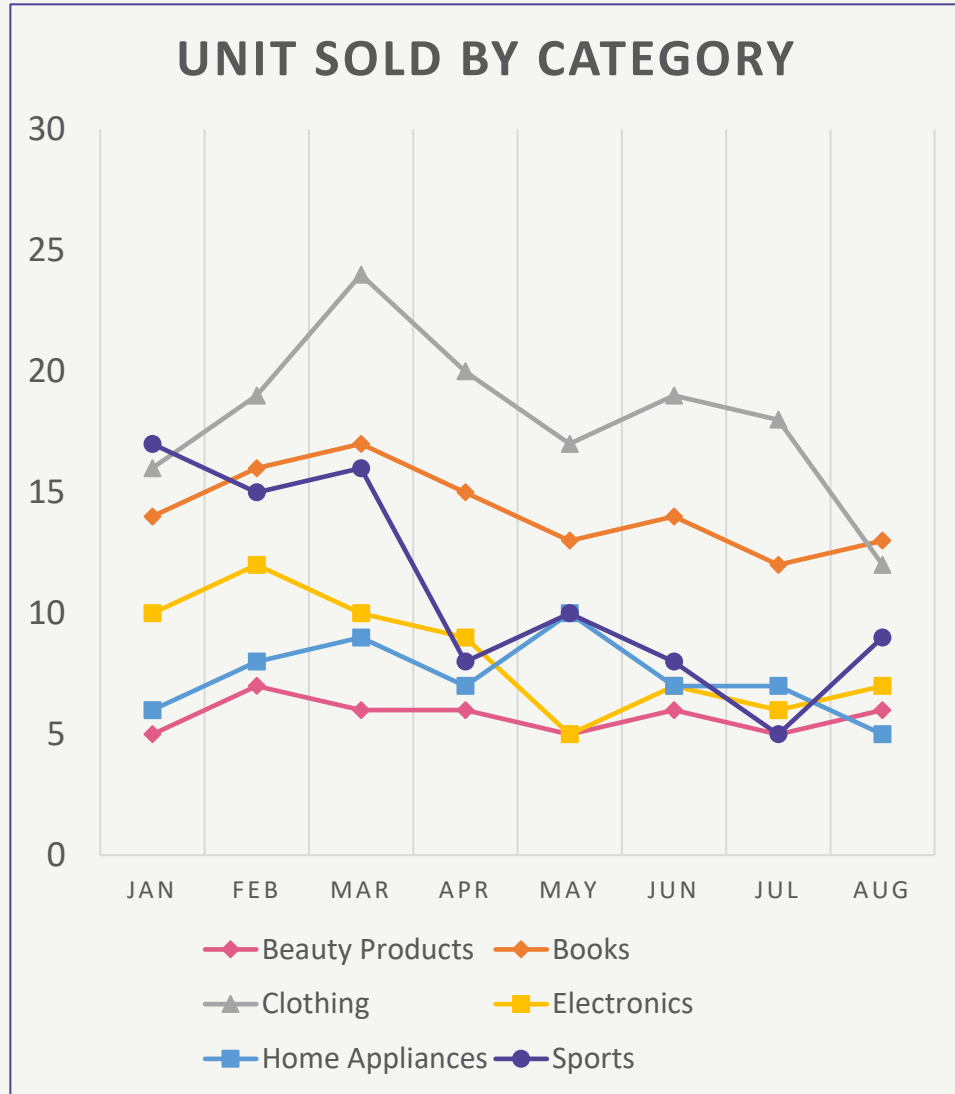


NORTH AMERICA might be selling more from **higher-priced categories** like **ELECTRONICS** with average price \$691,592.

Recommendation Strategies for Maximizing Revenue in ASIA

1. **Conduct market research** to identify potential high-value product categories that might appeal to the Asian market.
2. **Diversify product categories** that have higher profit
3. **Explore new market segments** with high growth potential

Sales Trends Over Time



1. There's a general **upward trend from January to March** across most categories, such as clothing, books, and home appliance.
2. Most categories show their **lowest or near-lowest sales in July and August**.
3. **Clothing sales peaking in March**. This could be related to spring fashion releases.

WHAT'S THE NEXT STEP?

1. **Plan spring campaign** across all categories on March.
2. **Stock up items** before the March peak.
3. **Enhance promotions** during July-August

Thank You!



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